

**FOR IMMEDIATE RELEASE**

## **Campbell's Resort Continues Legacy of Excellence with Ongoing Property Investments**

**Lake Chelan, WA – [March 2025]** – Campbell's Resort & Conference Center, a cherished family-owned and operated destination for 124 years, remains committed to enhancing the guest experience through ongoing investments in its property. Since 2020, Campbell's Resort has undertaken a series of significant capital improvements, reinforcing its dedication to quality, comfort, and hospitality.

“Our history is long, but we don’t stand still,” said Tom Campbell, Vice President at Campbell’s Resort. “We continuously reinvest in our property to provide our guests with the best experience possible, blending our tradition of hospitality with modern upgrades.”

### **Major Enhancements Since 2020:**

- **Guest Room Refresh (2020-2025)** – A multi-year revitalization effort, updating all guest rooms with new carpet, paint, mattresses, chairs, case goods, artwork, and lighting. Designed in collaboration with Jensen Design of Redmond, WA, these improvements ensure a fresh and inviting atmosphere for every stay.
- **Kitchen Equipment Upgrades (2020-2025)** – Investment in state-of-the-art kitchen technology, including most recently a new combi oven, tilt kettle, and blast freezer, elevating culinary capabilities and efficiency.
- **New Lodge 4 Hot Tub (2022)**
- **Front Desk Kiosks (2022)** – Self-service kiosks were introduced to streamline check-in during peak periods, ensuring a seamless arrival experience.
- **Stehekin Ballroom A/V Upgrade (2025)** – Partnering with EVCO of Spokane, WA, Campbell's has modernized the conference experience with a state-of-the-art audiovisual system, complemented by new Shelby Williams banquet chairs.
- **Bar Renovation (2025)** – A full refresh featuring a newly refurbished bar top crafted from wood reclaimed from the original 1901 hotel, along with upgraded back bar shelving, cabinetry, enhanced lighting, and an advanced tap system.

Campbell's Resort has continued to receive regional recognition, earning multiple accolades from King 5, including Best Resort in the Northwest (2011, 2013, 2014, 2016, 2018, 2022, 2023, 2024), Best Family Getaway (2019), Best Romantic Escape (2023, 2024), and Best Historic Hotel (2023).

The resort's commitment to excellence extends to its sister property, the Midtown Motel, which has undergone ongoing guest room enhancements during the same period of time, including new televisions (2024) and new headboards (2025). The Midtown Motel has also been recognized as King 5's Best Budget-Friendly Motel (2022, 2023, 2024).

"As we celebrate 124 years of family ownership, our focus remains on the future," said Tom Campbell. "We are proud to honor our past while continuing to evolve and enhance the Campbell's Resort experience for generations to come."

For more information about Campbell's Resort & Conference Center, visit [campbellsresort.com](http://campbellsresort.com) or follow us on @campbellsresort on social media.